



Fact Sheet

October 1, 2009

Contact: FEMA News Desk, 202-646-3272

WHAT IS NATIONAL PREPAREDNESS MONTH?

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign and Citizen Corps. NPM is held each September and is designed to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and communities.

September 2009 was the sixth annual NPM. This year's campaign was designed to change Americans perceptions about emergency preparedness and help them understand what it truly means to be *Ready*. To coincide with NPM 2009, the campaign launched new public service advertising (PSAs). The new television, radio, outdoor and Web PSAs utilize the metaphor that a disaster can turn your world and your family's life "upside down," to encourage Americans to prepare and direct audiences to visit www.ready.gov where they can find tools and resources to prepare.

- NPM Coalition membership was open to all public and private sector organizations. Groups could register to become a National Preparedness Month Coalition Member by visiting www.ready.gov and clicking on the National Preparedness Month banner.
- In 2009, the *Ready* Campaign was joined by nearly 2,700 NPM Coalition Members to educate individuals, families and communities on the importance of emergency preparedness. This year, the *Ready* Campaign helped Americans understand that preparedness goes beyond fire alarms, smoke detectors, dead-bolt locks and extra food in the pantry to change perceptions about emergency preparedness and help Americans understand what it truly means to be "*Ready*."
- During NPM, Coalition Members share preparedness information with their members, customers, employees and communities.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness. *Ready* is a national PSA campaign, produced in partnership with The Advertising Council, which is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- The Campaign's Web sites (www.ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide Americans with free emergency preparedness information.

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- Citizen Corps brings together community and government leaders to involve community members in emergency preparedness, planning, mitigation, response and recovery. These Councils enable collaborative planning between government and civic leaders and provide localized support for: outreach and educational efforts to the public; training and exercises that effectively integrate emergency responders, volunteers with a response role, and the general public; and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit www.citizencorps.gov.

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